

ADAM WEITZ

DESIGN & MARKETING

I'm a multi-discipline designer and digital marketer who comfortably navigates a variety of projects to grow organizations that make a difference.



Email
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Phone
714.697.2601

Website
adamweitz.com

DESIGN CAPABILITIES



Web Design

Frontend / UI

Print Design

Branding

Graphic Design

DEVELOPMENT CAPABILITIES



HTML

CSS 3 / CSS Grid

JavaScript

Bootstrap 3 & 4

WordPress

PHP

WORK EXPERIENCE



Dependent Specialists, Inc (DSI)

2014 - Present

Chief Marketing Officer / Lead Designer

- Designed proprietary app currently serving over 750,000 users
- Increased employee productivity by 80% through user experience redesign
- Wrote cyber security policy that protects over 1.2 million private documents
- Developed application for the sales team to nurture a pipeline of over \$1 million
- Implemented marketing 'hacks' that increased the sales team's LinkedIn presence by 800%
- Designed identity, website, and marketing strategy for the company's secondary brand
- Designed the website and created the marketing strategy
- Developed operations infrastructure and internal communications management tools
- Wrote and published the company's Code of Conduct
- Developed and currently maintain the brand style guide
- Developed and now oversee all billing procedures
- Manage the brand's digital presence
- Write and design email campaigns to nurture over 5,000 people each month
- Oversee all user experience and frontend design for the company's proprietary app
- Oversee all content marketing efforts
- Oversee all social media marketing tactics
- Manage Search Engine Optimization campaigns that put company on the first page of Google
- Manage paid advertising campaigns on Google, Facebook, and LinkedIn
- Clients Include: Foot Locker, Bosley, Kia Motors, Reddy Ice, City of Long Beach, Atlantis Resorts

Sad Runner

2013 - Present

Founder / Creative Director

- Created and now maintain website that receives over 10,000 page views per month
- Developed Search Engine Optimization strategy that brings over 7,000 unique users each month
- Hired, trained, and managed editorial team of 15 writers in three countries
- Grew social media reach to over 10,000 people
- Grew the company email list 500% over 4 years, with \$0 spent on advertising
- Created the brand identity and internal style guide
- Developed proprietary software plugins to support content on the website
- Developed e-commerce platform and self-serve writer platform using WordPress
- Created media kit presentation for potential advertisers
- Oversee brand's transition from an online community to a nonprofit
- Design social media content to expand brand recognition online



24283 El Pilar
Laguna Niguel, CA 92677



Dribbble (Portfolio)
dribbble.com/adamweitz



Instagram
@adamweitzdesign



Angellist
@adamweitz

WORK EXPERIENCE (CONTINUED)



FlexPic

2016 - 2018

Lead Product Designer

- Designed, and coded, the initial user interface of the web app
- Designed mobile apps for iOS and Android
- Crafted the user onboarding experience
- Wrote and designed the investor and advertising presentation decks
- Developed the business and customer support websites
- Created email marketing campaigns and transactional emails

MotelChurch

2012 - 2016

Communications Director

- Responsible for email nurturing campaigns of over 2,500 people per month
- Developed and oversaw execution of the communication strategy
- Worked to develop the brand as it transitioned to multi-state nonprofit organization
- Developed website and video curriculum to train new volunteers and leaders
- Managed advertising budget of over \$10,000 per month (Google and Facebook)
- Designed all marketing materials and branding materials (print, web, outdoor, social)
- Created and managed the support website serving volunteers in five states
- Oversaw all social media and content marketing for the website, that I also built

New Harbor Design

2004 - 2014

Founder / CEO

- Started the company from a dorm room and grew it to a remote design team in 4 countries
- Designed global email campaigns reaching over 100,000 people monthly in 6 countries
- Designed e-commerce websites, marketing sites, blogs, and more on the WordPress platform
- Managed social media and paid campaigns for clients
- Clients Included: Saddleback Church, NutraWise, LyfeStart, Century 21 Real Estate

C9 Ventures

2006 - 2009

VP of Operations

- Launched company's secondary brand and helped develop their go to market strategy
- Helped grow the company from a 3 man garage operation into over 100 employees in 3 states
- Built and managed the website, blog, and social accounts
- Oversaw product development and invented new methods of production
- Personally managed accounts responsible for over \$200,000 a month in revenue
- Developed operational infrastructure and procedures
- Crafted the initial social media and digital marketing strategies
- Clients Included: The Honda Center, Anaheim Mighty Ducks, Heineken, KB Homes, Little Caesars

EDUCATION



Academy of Art University

2004 - 2006

Web Design

Biola University

2002 - 2005

School of Film / Television / Radio

"Adam Weitz is a highly motivated professional with global business acumen. He has a deep understanding of the role that marketing plays in a total business strategy making him a prize for any growing organization. At the top of his many talents, you'll find his ability to conceptualize, communicate and then efficiently execute ideas. He's a valuable player on any team."

Michael Gaudette, CEO
Cornerstone Medicaid Services

"Adam wants results. He cares more about a project working than who had the best idea. Additionally, Adam's very well-rounded with diverse areas of expertise reaching into Cyber Security, Six Sigma, and more. He can speak with authority on a variety of topics and is always in-touch with the latest trends and best practices making him an asset in our competitive industry."

Nick Freeman, VP Sales
Dependent Specialists, Inc

"Adam's driven by executing new ideas, and if you can keep up with him, you'll accomplish a lot. He's very goal oriented and open-minded, always looking to add new things to the mix. He cares about making a difference and needs to know his work is helping someone."

Ron Wilbur, Founder
MotelChurch